

What is claimed is:

1. A computer-assisted method for providing personalized product information to a user, comprising the steps of:
 - defining a survey group comprising at least one member;
 - storing a personal information set relating to each member of the survey group, the personal information set comprising at least one variable relating to a personal characteristic of a member;
 - sending a query set over a computer network to the survey group, the query set comprising at least one question relating to the survey group's use of a product;
 - receiving over the computer network responses to the query set from members of the survey group;
 - sorting the responses based on the personal information set into a result set and storing the result set at a central location;
 - receiving at the central location an inquiry sent over the computer network from a user, the inquiry relating to information included in the query set;
 - selecting data from the result set based on a variable relating to a personal characteristic of the user; and
 - providing the selected data to the user.
2. The method of claim 1 wherein the product comprises a medical product.
3. The method of claim 1 wherein the product comprises a service.
4. The method of claim 3 wherein the service relates to the provision of medical care.
5. The method of claim 1 wherein the user is a member of the survey group.

6. The method of claim 5 further comprising the step of selecting data from the result set based on at least one variable in the personal information set that is known about the user; and
7. The method of claim 1 wherein the step of selecting data further comprises sending a query over the computer network to the user relating to a personal characteristic of the user and receiving information from the user relating to the personal characteristic.